

12.10.5

Label: WAKO FIELD SALES
MAILING 2/85

February 22, 1985

NO ITEM TO INSERT

NO ITEM TO INSERT

Dear

NO ITEM TO INSERT

:

Enclosed are materials on a new multiclient study that I felt you would want to be aware of. The study, 1985 Information Services Industry Report, is designed to provide a snapshot of the industry at the close of 1984.

Designed for use by industry executives, the report provides financial information on all major service modes, cross-industry and vertical industry segmentation, and shows the performance of the major participants in the industry. In short, this study supplements INPUT's annual reports and gives you a good look at your competition and other potential revenue opportunities.

Acquisitions and strategic partnering, an area that all executives should stay abreast of in these changing times, is also covered.

Your cost for the report is only \$495, approximately half the price offered to companies who are not INPUT subscription clients.

We appreciate your support on this project. I am confident you will find that the information will contribute to your success in 1985.

Sincerely,

(Salesperson)

(Title)

SP:ml

Enclosures

2/12/85 Date form Completed.

12.10.5
Label: Direct Mail Plan

DIRECT MAIL CONTROL SHEET

(form completed by Rendi)

Project/Report Title: 1985 Information Services Industry Report

Charge Code: W-MKT (Report code W-AKO)

Project Manager: Mike Drishman

Date of Mailing: 2/26/85 Total # to be mailed: 5,000

Route ☒ Joanne
☒ Doug
☒ Marilyn
☒ Janet L.
☒ Anne M.
☒ Graham
☒ Mike

Description of Packet (include # enclosures, type of envelope, class of mail, etc.):
9x12 Plain White Envelope with bulk mail permit printed on at least 4800 - Remaining
200 first class/200-400 personalized letters - 4600 to 4800 non personalized letters/
8 1/2 x 11 Authorization form.

ENVELOPE REQUIREMENTS

Date needed envelopes printed + complete in-house: 2/15/85

Total Quantity envelopes needed: 5,000

Size: () Letter size

() INPUT stationery

() Window

() Plain White

() Third Class Mail permit printed on

() Sell copy printed on. Specify exact text/position/source:

4800 w/3rd class printed on
200 plain

☒ 9" x 12" envelope

() Window

☒ Plain White

☒ Third Class Mail permit printed on

() Sell copy printed on. Specify exact text/position/source:

No.

() 10" x 13" envelope

() Window

() Plain White

() Third Class Mail permit printed on

() Sell copy printed on. Specify exact text/position/source:

Addressing:

☒ Labels

Date needed complete in-house: 2/15/85 w 2/18 at
Total quantity required: 4600 1st test

() INPUT mail list as source. Specify group required:

() Purchase labels from outside source. Specify source and requirements:

() Word Processing as source (NBI). Specify group required:

☒ Other: CAMP Directory (Janet - according to
parameters defined by Graham)

Full Adapso
members from
these labels.

INPUT



DIRECT MAIL CONTROL SHEET/PAGE TWO

Addressing (cont.):

☒ Personalized Addresses

Date list to typing: 2/12/85

Date needed complete: 2/22/85

Total quantity: 200 word processing / 200 typing pool

☒ Word Processing as source (NBI). Specify group required:

Fulfillment list all programs (except FISSP)

☒ Typing Pool (Apples/Xerox 850). Specify group required:

ADAPSO membership list and field sales prospects

() Outside Service required.

*Mainly on
All fulfillment
on labels. Done*

*Bridget.
Type direct on
envelope.
Done*

*letter from
CMB regarding
by 2/15*

ENCLOSURES

☒ Letter

☒ Personalized

Date list to typing: avail. 2/12/85

Date needed complete: 2/22/85

Quantity: 400

Length of letter (pages): 1 page

Typist:

☒ Word Processing Dept. 200

☒ In-house PC's 3

☒ Secretarial Pool 200

() Outside Service

() Other:

☒ Non-Personalized Remainder (4600)

☒ Duplication Requirements

Length of letter (pages) 1 page

() Xerox copy

☒ Printing required

☒ Single sided () Duplex () Staple

☒ INPUT stationery () Other Paper, specify:

Quantity required: 4600

Date ready to print: 2/14/85

Date needed in-house complete: 2/25/85

☒ Sales Enclosure

☒ Brochure () Flyer () Data Sheet ☒ Order form
8 1/2 x 11

() Order card () Other

Paper size: Order form 8 1/2 x 11
Broch. 11 x 17

Pages: Order form 1 page
Brochure 4 page

Paper Type: Brochure weight

Paper color: Ivory (like VFW cover color)

Ink: () 1 color () 2 color ☒ 3 color () 4 color

Special requirements: Brown, Blue, Black ink.

INPUT



DIRECT MAIL CONTROL SHEET/PAGE THREE

Sales Enclosure (cont.):

Graphics requirements:

☒ original illustration *Cover/inside graphic (1)*

☐ re-do past work

☒ paste-up ~~only~~

☐ complete design

☒ typesetting

☒ Other *Authoring form (done in house) 2 versions*

Brochure + Auth.

Date to printer: 2/15

Date needed in-house complete: 2/25

Other (list anything else about this project not covered in categories above):

INPUT

